



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/D/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06374932

Invoice 640827  
Inv Date 10/28/2012  
Terms Net 30  
Contract 336882  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY :30 10/16  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:36PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

| Line | Type   | Scheduled          | Schedule Days to Run      | Air Time             | Length | Program                       | Copy/ISCI | Amount    | Remarks |
|------|--|--------------------|---------------------------|----------------------|--------|-------------------------------|-----------|-----------|---------|
| 1.0  | <b>Contract Line Remarks: TODAY 7-8A/1</b>   |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 7:59AM (Tu) | 00:30  | Today Show                    | BCTV1210H | \$850.00  |         |
|      | Spot   | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 7:57AM (We) | 00:30  | Today Show                    | BCTV1210H | \$850.00  |         |
|      | Spot   | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 6:58AM (Th) | 00:30  | Today Show                    | BCTV1210H | \$850.00  |         |
|      | Spot   | 7:00:00AM- 8:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/19/12 6:58AM (Fr) | 00:30  | Today Show                    | BCTV1210H | \$850.00  |         |
| 2.0  | <b>Contract Line Remarks: TODAY 7-8A/2</b>   |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 7:00:00AM- 8:00:00 | Day, M-1                  | 10/22/12 7:29AM (Mo) | 00:30  | Today Show                    | BCTV1214H | \$850.00  |         |
| 3.0  | <b>Contract Line Remarks: TODAY 8-9A/3</b>   |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 8:30AM (Tu) | 00:30  | Today Show                    | BCTV1210H | \$800.00  |         |
|      | Spot   | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 8:42AM (We) | 00:30  | Today Show                    | BCTV1210H | \$800.00  |         |
|      | Spot   | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 8:35AM (Th) | 00:30  | Today Show                    | BCTV1210H | \$800.00  |         |
|      | Spot   | 8:00:00AM- 9:00:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/19/12 8:37AM (Fr) | 00:30  | Today Show                    | BCTV1210H | \$800.00  |         |
| 4.0  | <b>Contract Line Remarks: TODAY 8-9A/4</b>   |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 8:00:00AM- 9:00:00 | Day, M-1                  | 10/22/12 8:37AM (Mo) | 00:30  | Today Show                    | BCTV1214H | \$800.00  |         |
| 5.0  | <b>Contract Line Remarks: NEWS 6-7A/5</b>    |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 5:59:04AM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 6:43AM (Tu) | 00:30  | Channel 11 News 6am           | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:59:04AM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 6:43AM (We) | 00:30  | Channel 11 News 6am           | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:59:04AM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 6:27AM (Th) | 00:30  | Channel 11 News 6am           | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:59:04AM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/19/12 6:40AM (Fr) | 00:30  | Channel 11 News 6am           | BCTV1210H | \$1100.00 |         |
| 6.0  | <b>Contract Line Remarks: NEWS 6-7A/6</b>    |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 5:59:04AM-Channel  | Day, M-1                  | 10/22/12 6:08AM (Mo) | 00:30  | Channel 11 News 6am           | BCTV1214H | \$1100.00 |         |
| 7.0  | <b>Contract Line Remarks: JUDGE 4-430P/7</b> |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 4:15PM (Tu) | 00:30  | JUDGE JUDY 4P                 | BCTV1210H | \$550.00  |         |
|      | Spot   | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 4:11PM (We) | 00:30  | JUDGE JUDY 4P                 | BCTV1210H | \$550.00  |         |
|      | Spot   | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 4:24PM (Th) | 00:30  | JUDGE JUDY 4P                 | BCTV1210H | \$550.00  |         |
|      | Spot   | 4:00:04PM-Judge Ju | Day, Tu-1, W-1, Th-1, F-1 | 10/19/12 4:11PM (Fr) | 00:30  | JUDGE JUDY 4P                 | BCTV1210H | \$550.00  |         |
| 8.0  | <b>Contract Line Remarks: JUDY 4-430P/8</b>  |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 4:00:04PM-Judge Ju | Day, M-1                  | 10/22/12 4:09PM (Mo) | 00:30  | JUDGE JUDY 4P                 | BCTV1214H | \$550.00  |         |
| 9.0  | <b>Contract Line Remarks: NEWS 5-530P/9</b>  |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 5:00:00PM- 5:30:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 5:27PM (Tu) | 00:30  | CHANNEL 11 NEWS-FIRST AT FIVE | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:00:00PM- 5:30:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 5:14PM (We) | 00:30  | CHANNEL 11 NEWS-FIRST AT FIVE | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:00:00PM- 5:30:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 5:14PM (Th) | 00:30  | CHANNEL 11 NEWS-FIRST AT FIVE | BCTV1210H | \$1100.00 |         |
|      | Spot   | 5:00:00PM- 5:30:00 | Day, Tu-1, W-1, Th-1, F-1 | 10/19/12 5:22PM (Fr) | 00:30  | CHANNEL 11 NEWS-FIRST AT FIVE | BCTV1210H | \$1100.00 |         |
| 10.0 | <b>Contract Line Remarks: NEWS 5-530P/10</b> |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 5:00:00PM- 5:30:00 | Day, M-1                  | 10/22/12 5:22PM (Mo) | 00:30  | CHANNEL 11 NEWS-FIRST AT FIVE | BCTV1214H | \$1100.00 |         |
| 11.0 | <b>Contract Line Remarks: NEWS 6-630P/11</b> |                    |                           |                      |        |                               |           |           |         |
|      | Spot   | 5:58:34PM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/16/12 6:30PM (Tu) | 00:30  | Channel 11 News At 6pm M-F    | BCTV1210H | \$1300.00 |         |
|      | Spot   | 5:58:34PM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/17/12 6:28PM (We) | 00:30  | Channel 11 News At 6pm M-F    | BCTV1210H | \$1300.00 |         |
|      | Spot   | 5:58:34PM-Channel  | Day, Tu-1, W-1, Th-1, F-1 | 10/18/12 6:10PM (Th) | 00:30  | Channel 11 News At 6pm M-F    | BCTV1210H | \$1300.00 |         |



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POL/R CASEY/D/SEN/PA (134170)  
National/Political  
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Inv Date 10/28/2012  
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Contract 336882  
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Period 10/1/2012 - 10/28/2012

Shorr & Associates  
1831 Chestnut Street  
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|------|---|---------------------|--------------------------|-----------------------|--------|----------------------------|----------------------|------------|----------|
|      | Spot  | 5:58:34PM-Channel   | Day,Tu-1,W-1,Th-1,F-1    | 10/19/12 6:10PM (Fr)  | 00:30  | Channel 11 News At 6pm M-F | BCTV1210H            | \$1300.00  |          |
| 12.0 | <b>Contract Line Remarks: NEWS 6-630P/12</b>      |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 5:58:34PM-Channel   | Day,M-1                  | 10/22/12 6:28PM (Mo)  | 00:30  | Channel 11 News At 6pm M-F | 8CTV1214H            | \$1300.00  |          |
| 13.0 | Preempt   |                     |                          | 10/20/12              |        |                            | 1 preempt @ \$850.00 | \$0.00     | No Avail |
| 14.0 | <b>Contract Line Remarks: STEELERS 805P-12/17</b> |                     |                          |                       |        |                            |                      |            |          |
|      | Sports- Lo  | 8:13:04PM-NBC Sun   | Day,Su-1                 | 10/21/12 8:21PM (Su)  | 00:30  | NBC SUNDAY NIGHT FOOTBALL  | BCTV1214H            | \$30000.00 |          |
| 15.0 | <b>Contract Line Remarks: THE VOICE 8-10P/18</b>  |                     |                          |                       |        |                            |                      |            |          |
|      | Prime   | 7:57:49PM-The Voice | Day,M-1                  | 10/22/12 8:22PM (Mo)  | 00:30  | The Voice 8-9P             | BCTV1214H            | \$5250.00  |          |
| 16.0 | <b>Contract Line Remarks: LATE NEWS/19</b>        |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 10:59:34PM-CHANNEL  | Day,Tu-1,W-1,Th-1,F-1    | 10/16/12 11:12PM (Tu) | 00:30  | CHANNEL 11 NEWS AT 11P     | BCTV1210H            | \$2000.00  |          |
|      | Spot  | 10:59:34PM-CHANNEL  | Day,Tu-1,W-1,Th-1,F-1    | 10/17/12 11:13PM (We) | 00:30  | CHANNEL 11 NEWS AT 11P     | BCTV1210H            | \$2000.00  |          |
|      | Spot  | 10:59:34PM-CHANNEL  | Day,Tu-1,W-1,Th-1,F-1    | 10/18/12 11:23PM (Th) | 00:30  | CHANNEL 11 NEWS AT 11P     | BCTV1210H            | \$2000.00  |          |
|      | Spot  | 10:59:34PM-CHANNEL  | Day,Tu-1,W-1,Th-1,F-1    | 10/19/12 11:25PM (Fr) | 00:30  | CHANNEL 11 NEWS AT 11P     | BCTV1210H            | \$2000.00  |          |
| 17.0 | <b>Contract Line Remarks: LATE NEWS/20</b>        |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 10:59:34PM-CHANNEL  | Day,M-1                  | 10/22/12 11:12PM (Mo) | 00:30  | CHANNEL 11 NEWS AT 11P     | BCTV1214H            | \$2000.00  |          |
| 18.0 | <b>Contract Line Remarks: JEOP 7-730P/14</b>      |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 6:59:29PM-Jeopardy  | Per week (2),Tu,We,Th,Fr | 10/17/12 7:07PM (We)  | 00:30  | Jeopardy                   | BCTV1210H            | \$1650.00  |          |
|      | Spot  | 6:59:29PM-Jeopardy  | Per week (2),Tu,We,Th,Fr | 10/18/12 7:26PM (Th)  | 00:30  | Jeopardy                   | BCTV1210H            | \$1650.00  |          |
| 19.0 | <b>Contract Line Remarks: WHEEL 730-8P/15</b>     |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 7:30:04PM-WHEEL     | Per week (2),Tu,We,Th,Fr | 10/16/12 7:48PM (Tu)  | 00:30  | Wheel Of Fortune           | BCTV1210H            | \$1650.00  |          |
|      | Spot  | 7:30:04PM-WHEEL     | Per week (2),Tu,We,Th,Fr | 10/18/12 7:43PM (Th)  | 00:30  | Wheel Of Fortune           | BCTV1210H            | \$1650.00  |          |
| 20.0 | <b>Contract Line Remarks: WHEEL 730-8P/16</b>     |                     |                          |                       |        |                            |                      |            |          |
|      | Spot  | 7:30:04PM-WHEEL     | Day,M-1                  | 10/22/12 7:47PM (Mo)  | 00:30  | Wheel Of Fortune           | BCTV1214H            | \$1650.00  |          |

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

|             |               |             |    |
|-------------|---------------|-------------|----|
| Gross Total | \$82,000.00   | Total Spots | 42 |
| Commission  | (\$12,300.00) |             |    |
| Net Total   | \$69,700.00   |             |    |